

Instructions for submitting a ProjectWHOI application:

Eligibility: ProjectWHOI is open to all WHOI employees. All applications must be approved by the Executive Vice President and Director of Research before the applicant can start a crowdfunding page on ProjectWHOI. Project managers will only be allowed one project per quarter.

Deadlines: Applications will be accepted and approved quarterly on a first-come, first-served basis. ProjectWHOI will host no more than five projects per quarter.

1st quarter: Jan. 1 — March 31

2nd quarter: April 1 — June 30

3rd quarter: July 1 — Sept. 30

4th quarter: Oct. 1 — Dec. 31

Projects submitted with fewer than 30 days left in a quarter will be considered for the next quarter.

Registration: Each applicant must provide relevant personal information and create a login on ProjectWHOI.

Crowdfunding goal: Approved applicants may raise between \$1,000 (minimum) and \$20,000 (maximum).

Campaign duration: Approved applicants may choose a 30-day or 60-day campaign.

Application: Applicants should complete the application with a general, non-scientific audience in mind.

Elements:

- **Project Title:** Provide a title no longer than 10 words
- **Project Description:** In 3-4 paragraphs, describe your project and why you think crowdfunding will help you reach your goals.

Describe:

- **Your project** using simple, clear language
- **Scientific impact** and/or **benefit to society**
- Your **crowdfunding goal** and **how the money will be used**.

- **Other material:**

If your crowdfunding project is approved, you will need the following content to launch your personal ProjectWHOI fundraising page:

- **Bio** about yourself and, if applicable, your team, no longer than 1 paragraph
- Multimedia: 3-5 minute **video** and **photos/graphics** are encouraged

Go to: <https://projectwhoι.whoι.edu/> to complete your application.

Registration:

(*) is required

Personal Information:

Title:

*First Name:

*Last Name:

Suffix:

*Email:

Address 1:

City:

State:

Zip Code:

Country:

Phone Number:

About Your Project:

Project Title:

Use simple, clear language geared to a non-scientific audience.

(10 words max)

Project Description:

- Note: This part is broken down into short sections to help you think about questions your potential donors may ask about your crowdfunding project. Imagine you're presenting this to a good friend or a neighbor who knows little about science. The goal is to convince that person that your project is worthy of making a donation; this is *not* the place to write a scientific abstract. Briefly answer each question with clear, simple language.

The Issue: What question or problem are you trying to answer or solve?

Consider addressing the following: How does your research expand the frontiers of knowledge, fill knowledge gaps or address road blocks in your field?

(Ex: Bacteria resistant microbes are making antibiotics less effective. We need to find a way to restore their power to fight illness.)

(255 character max)

The Solution: How will you address or solve this problem or issue?

Consider addressing the following: How is your approach or technique new, innovative, or forward thinking?

(Ex: I am going to use marine microbes to develop a compound that will make antibiotics work better.)
(255 character max)

The Impact: How will your project advance basic science, or impact society and/or the natural environment?

(Ex: The ocean is an untapped resource for drug discovery. My work could potentially discover new ways to make existing antibiotics more effective by using compounds derived from marine microbes.)
(255 character max)

The Ask: How much money do you need and what will you spend it on? Include a call to action.

(Example call to action: "Your support will enable me to take the critical next step in the drug discovery process.")
(255 character max)

Your crowdfunding campaign goal:

(\$1,000—\$20,000)

Campaign duration: Check either 30 days or 60 days

30 Days

60 Days

Select the quarter in which you would like to start:

- 1st Qtr. (Jan 1 - March 31)
- 2nd Qtr. (Apr 1 - June 30)
- 3rd Qtr. (July 1 - Sept. 30)
- 4th Qtr. (Oct. 1 - Dec. 31)

Spreading the word about your project:

Audience:

What specific audiences or groups will be most interested in supporting your project beyond your immediate network of family, friends and colleagues?

(ex: divers, STEM teachers, environmentalists, beach-goers, etc.)

Tools:

How will you spread the word about your project? Will you tweet, post on Facebook, send emails? How often?

(255 character max)

Video:

- While videos are not required, we highly recommend that you produce a 1-3 minute video explaining your campaign and why you are crowdfunding. Campaigns that feature videos are more effective than those that only use a photo.

If your project is approved, will you feature a video?

Yes

No

Will you ask others to fundraise on your behalf?

Yes

No

If yes, describe your potential fundraisers.

(255 character max)

How will you recruit and manage these fundraisers?
(255 character max)

Go to: projectwhoι.whoι.edu to complete and submit your online application. Once completed, your application will be forwarded to the Executive Vice President and Director of Research for approval. You will receive an email response notifying you if your project has been approved or denied within 14 business days.

- If your crowdfunding project is approved, you will receive an email with your username and password to access your personal crowdfunding page on ProjectWHOI.
- If your project is denied, you will receive suggestions for how to resubmit your application at a later date if you choose.

Questions about the application? Contact project@whoι.edu